

Message Text

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SUBJ: MULTI-REGIONAL TV PROJECT AT SYRACUSE UNIVERSITY

REF: (A) MOSCOW 13056, (B) MOSCOW 13980

1. EMBOFF FINALLY MET AT SOME LENGTH WITH CANDIDATE FOR SYRACUSE TV PROJECT. GUSEV ETD MOSCOW SEPTEMBER 10 VIA SU 315 ARRIVING NYC 1900 HRS. REQUEST HE BE MET AND ASSISTED TO MAKE TRANSFER TO WASHINGTON FLIGHT. HE HAS PHONE NUMBERS OF DEPT. RECEPTION CENTERS AND SOVIET TV OFFICIALS IN BOTH NEW YORK AND WASHINGTON.

2. GUSEV REPEATED EARLIER INTERESTS IN TV ADVERTISING, NEWS PROGRAMMING ON BOTH COMMERCIAL AND PBS STATIONS, AND ROLE OF CAMERAMAN IN TV NEWS PROGRAMMING. HIS EXPERIENCE AND INTEREST ARE PRIMARILY IN TV. HE WOULD LIKE TO MEET WITH NEWS COMMENTATORS AT LOCAL TV STATIONS, DISCUSS WITH LOCAL CORRESPONDENTS HOW THEY GATHER THEIR MATERIAL, AND TALK WITH EDITORS ABOUT THE SELECTION OF BOTH FOREIGN AND DOMESTIC NEWS FOR BROADCASTING. THE ONLY GEOGRAPHIC AREA OF INTEREST MENTIONED (HE HAS NEVER VISITED THE US) WAS DALLAS, TEXAS (PROBABLY FROM TALKING WITH PAVEL KUZNETSOV). HE ASKED IF IT WOULD BE POSSIBLE TO OBTAIN FILM CLIPS FROM REPRESENTATIVE LOCAL AND NATIONAL NEWS PROGRAMS TO BRING BACK TO MOSCOW FOR FURTHER STUDY. HE IS ALSO INTERESTED IN OBTAINING BOOKS ON COMMUNICATIONS THEORY AND

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PRACTICAL BOOKS ON TV NEWS PROGRAMMING. HE IDENTIFIES

MORE WITH THE TV CORRESPONDENT THAN WITH EITHER THE EDITOR OR THE TECHNICIAN.

3. MEETING WITH GUSEV ONLY ARRANGED AFTER REPEATED REQUESTS. EMBOFF FINALLY TOLD GUSEV BY PHONE THAT UNLESS APPOINTMENT ARRANGED HIS PARTICIPATION IN PROGRAM COULD NOT BE ASSURED. EMB-OFF RECEIVED PHONE CALL NEXT DAY FROM OFFICIAL IN FOREIGN RELATIONS OFFICE OF STATE COMMITTEE SAYING THAT MEETING WOULD BE SCHEDULED BUT MUST AWAIT RETURN FOR FOREIGN RELATIONS CHIEF KOROLEV. MEETING TOOK PLACE SEPTEMBER 7 IN KOROLEV'S OFFICE, KOROLEV SPEAKS NO ENGLISH AND INITIAL CONVERSATION IN RUSSIAN. EMBOFF FINALLY SWITCHED TO ENGLISH IN EFFORT TO HAVE GUSEV AND NOT KOROLEV ANSWER QUESTIONS ABOUT PROGRAM INTERESTS. IN CONVERSATION LASTING SOME 20 MINUTES, GUSEV'S ENGLISH CAN STILL BE DESCRIBED AS ONLY ADEQUATE AND HIS IDEAS ABOUT PROGRAM ARE ALMOST TOTALLY DEPENDENT ON SUGGESTIONS FROM HIS SUPERIORS. EMBOFF CONSIDERED ASKING KOROLEV TO RECONSIDER NOMINATION, BUT RECALLED STRONG INTEREST STATE COMMITTEE DISPLAYED IN PARTICIPATING IN PROJECT COUPLED WITH LENGTHY PERIOD REQUIRED TO PRODUCE CANDIDATE. EMBASSY OFFERS THESE DUBIOUS IMPRESSIONS OF GUSEV IN EXPECTATION THAT DEPARTMENT WILL ALERT SYRACUSE NOT TO EXPECT ANOTHER KUZNETSOV, BUT CONVEY EMBASSY'S HOPE THAT VISIT WILL MAKE SUFFICIENT IMPRESSION ON GUSEV TO RETAIN HIGH STANDING PROGRAM ENJOYS WITH STATE COMMITTEE. WILL APPRECIATE EVALUATION SUCH AS DEPT/SYRACUSE PROVIDED ON KUZNETSOV.

4. NOW THAT PROJECT FAVORABLY ESTABLISHED WITH STATE COMMITTEE (DEPENDING ON OUTCOME OF GUSEV PARTICIPATION), EMBASSY PROPOSES TO TAKE MORE ACTIVE ROLE IN EARLY SELECTION OF FUTURE CANDIDATES OR SIMPLY SUGGEST THAT STATE COMMITTEE MAY WANT TO PASS NEXT OPPORTUNITY IF OUTSTANDING CANDIDATE NOT AVAILABLE.
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